

COMPETITION REVIEW

PURPOSE: To provide management with a simple procedure/tool to access the local food, beverage, and entertainment competition.

SCOPE: Although designed to be used by management, this form may also be used by other personnel as deemed necessary by management.

GENERAL: Management must know the competition in the local area. The best way to determine this is to visit and analyze the operation.

GUIDANCE:

One key to a successful operation is to know your competition. Use the form below to document at least one visit per month to a local establishment.

COMPETITION REVIEW

DATE: _____ **TIME:** _____
NAME OF BUSINESS: _____ **TYPE OF BUSINESS:** _____

MENU: _____ **BEVERAGE:** _____

PRICE (ea):

PRICE: _____

ADMISSION FEE: _____

ENTERTAINMENT: _____ (Name)
_____ (Type)
_____ (Quality)

WHAT ARE THEY DOING RIGHT? (Get customers in)

1. _____
2. _____
3. _____
4. _____
5. _____

CAN YOU DO THESE 5 THINGS IN YOUR CLUB? IF NO, WHY?

Was manager's expense account used? _____

SIGNATURE: _____

SUMMARY:

Proper planning starts with knowing the competition.